



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/16 thru 05/22.

(prices in dollars per carton)

Fri. May 16, 2008

## SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		26.1% of 18,000 stores				40.3% of 18,000 stores				24.9% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	10	1.20	230	1.02			820	1.47	20	1.50	60	1.08
	White 18 pack			130	2.50			540	2.76				
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	1.00	320	1.71	270	1.39	1,330	1.38			210	0.98
SPECIALTY	White 18 pack			10	1.88			340	1.80			780	1.91
	Brown 12 pack			210	2.00			120	1.79			210	1.25
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			210	3.49			1,770	4.21	10	5.00	320	4.07
	OMEGA-3												
	White 12 pack	620	2.70	1,360	2.73	780	3.14	1,300	3.05	280	2.53	1,680	2.30
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack			530	3.86							120	2.00
	Brown 12 pack			1,840	3.55			1,010	2.75			1,110	2.14

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	920	3,420	1,280	Large Eggs on May-12-2008 415.8 down 4%
Specialty	4,560	4,860	3,520	
Total (includes MD)	5,500	8,400	4,800	
Special Rate 4/:	1.1%	11.7%	8.1%	

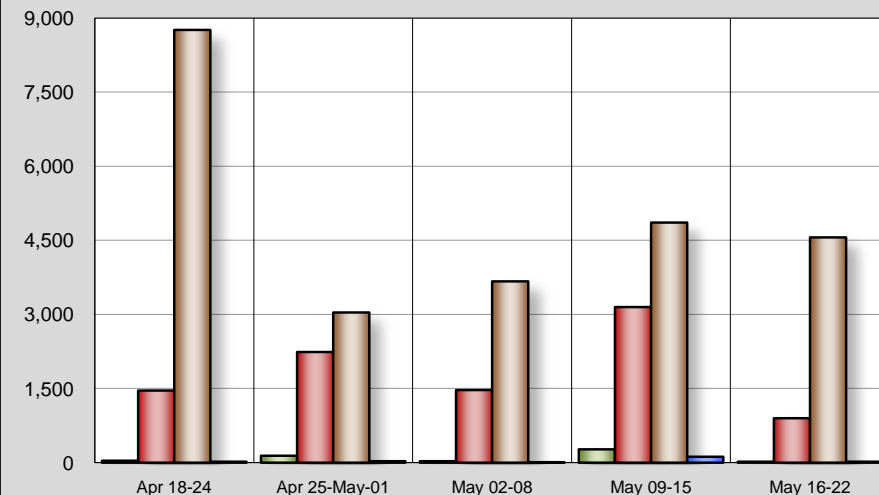
5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

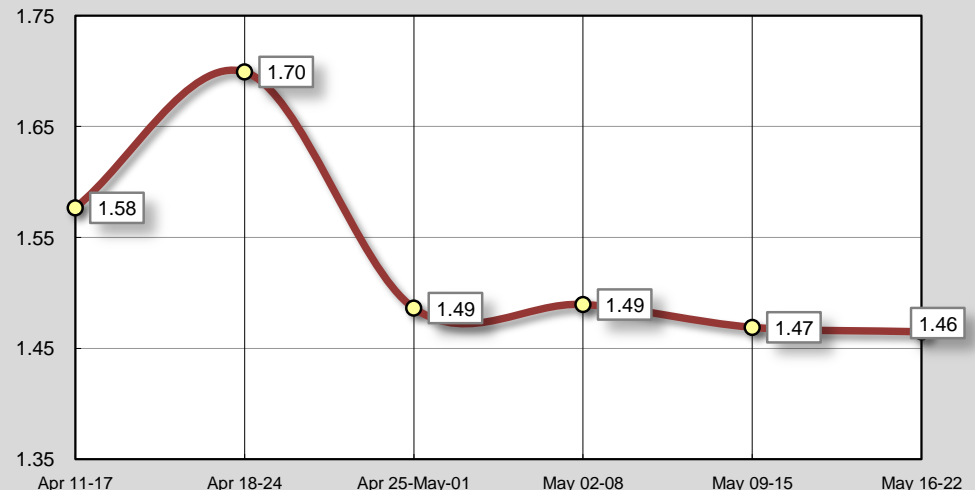
Feature activity on regular shell eggs is sporadic and dropped sharply compared to the previous week and year. The average price of Grade A or better, Large White eggs is only slightly less than the previous week. Specialty shell eggs are again heavily promoted but fall short of last week's collected data. Cage free brown eggs claim the top position this week followed by Omega 3 eggs. In the egg products sector, liquid egg ads are less than a week ago, although more than the same week last year. 14-16 oz. cartons are 32 oz. cartons are promoted this week. 3-4 oz. and 2 -8 oz. cups are hard to find this cycle.

## Shell Egg Promotional Activity by Category

XL LG Spclty Med



## Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)							MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		29.6% of 3,900 sampled outlets Activity Index = 1,770 (includes Medium)							9.1% of 4,900 sampled outlets Activity Index = 340 (includes Medium)							15.3% of 3,000 sampled outlets Activity Index = 430 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE					
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.88	10	1.88															
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack	1.00	10	1.00	1.69 - 2.00	210	1.99										0.78 - 1.29	80	1.04			
	White 18 pack																1.88	10	1.88			
	Brown 12 pack				2.00	210	2.00															
	MEDIUM	White 12 pack						White 12 pack			0.99	10	0.99	White 12 pack			0.99	10	0.99	White 30 pack		
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack										3.49	210	3.49									
	OMEGA-3																					
	White 12 pack	2.00 - 2.99	560	2.78	2.00 - 2.79	560	2.68										2.00 - 2.50	210	2.50			
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack																					
	Brown 12 pack				2.69 - 3.59	210	3.38				2.99 - 3.36	120	3.13				2.99 - 3.69	120	3.62			
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							SOUTHWEST U.S. (CA,NV)							NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		30.1% of 3,000 sampled outlets Activity Index = 1,030 (includes Medium)							58.3% of 2,300 sampled outlets Activity Index = 1,450 (includes Medium)							44.1% of 900 sampled outlets Activity Index = 480 (includes Medium)						
USDA GRADE AA	White 12 pack				1.00	190	1.00	1.20	10	1.20				2.50	130	2.50				0.88	30	0.88
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				1.50	30	1.50															
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack																					
	OMEGA-3																					
	White 12 pack	2.00	60	2.00	2.00 - 3.49	160	2.50				2.99 - 3.49	350	3.00				2.99	80	2.99			
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack										3.99	250	3.99				3.39 - 3.99	280	3.74			
	Brown 12 pack				2.00 - 3.69	590	3.15				3.50 - 4.79	710	4.06				2.99 - 3.69	90	3.07			

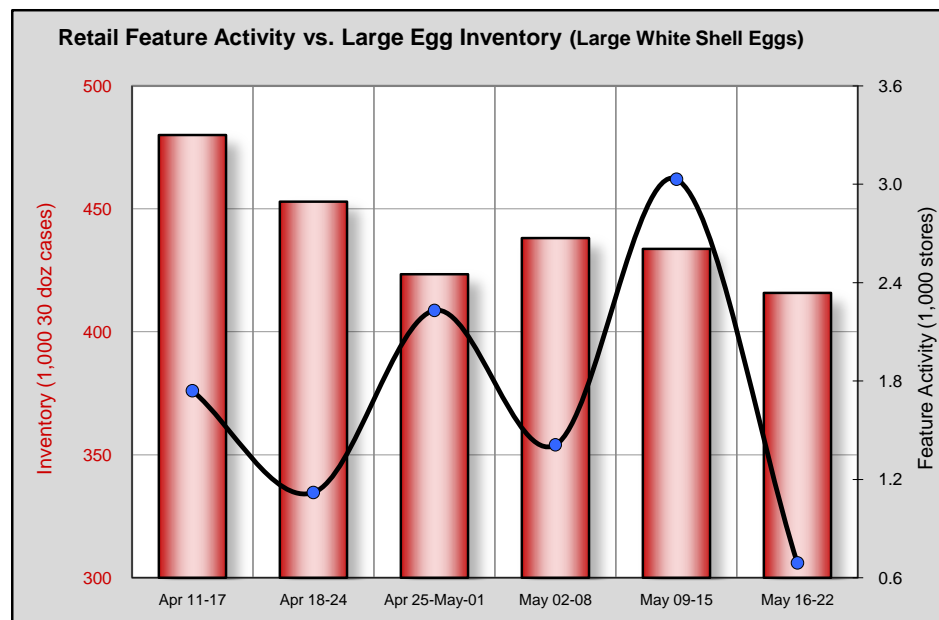
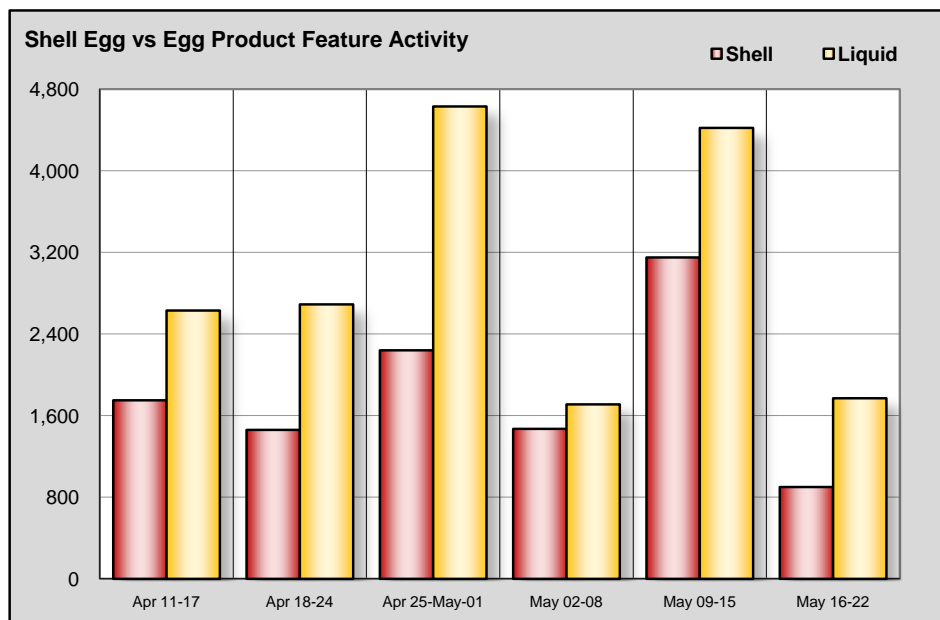
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.7%	18.4%	4.9%	14.9% of 3,900 sampled	10.7% of 4,900 sampled	3.4% of 3,000 sampled	1.7% of 3,000 sampled	13.6% of 2,300 sampled	0.0% of 900 sampled
2/ Activity Index	1,770	4,420	960	Activity Index = 580	Activity Index = 530	Activity Index = 300	Activity Index = 50	Activity Index = 310	Activity Index = 0
	Stores Avg <sup>3/</sup>	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	1,250 2.19	2,110 3.30	490 2.54	1.99 - 3.29 130 2.70	2.00 - 3.29 490 2.05	2.00 - 3.00 270 2.58	2.00 50 2.00	1.88 310 1.88	
32 oz. crtn	520 4.79	1,580 4.61	440 4.04	3.99 - 5.99 450 4.91	3.99 40 3.99	3.99 30 3.99			
3 - 4 oz. cup		730 3.10	30 1.99						
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.